

S E C R E T A R Y
VISION

Eleventh year Edition 3/2008
Magazine for management
support staff

How
**emotionally
intelligent**
are you?

Direct Team meets a
real need

New feature
Balance plus

Skiing
in the Vosges

Working in
a family-owned company





Exceed your own expectations as an assistant

Secretary Plus Management Support is the number 1 in the selection, recruitment, employment, training and guidance of qualified and multilingual management support personnel with offices in Aalst, Antwerpen, Antwerpen Noord Waasland, Brugge, Brussel (Elsene, Sint-Pieters-Woluwe, Leopoldwijk and International Division), Geel, Gent, Halle, Hasselt, Kortrijk, Leuven, Liège, Mechelen, Roeselare, Turnhout, Vilvoorde and Wavre.

We focus on this professional niche and make a difference through our high quality and personal approach. For you, this means a **thorough range of interesting functions for management support personnel in a score of domains**. You will always find yourself in a company where you can develop all your talents (languages and pc-knowledge, professional skills, ...). We also make sure that the corporate culture of our client corresponds with your personal values.

You can find following the functions at Secretary Plus:

TOP MANAGEMENT ASSISTANTS:

- Personal Assistant
- Executive Assistant
- Customer Relations Officer
- Management Assistant
- Office Manager

DEPARTMENT ASSISTANTS:

- Legal Secretary
- Marketing Assistant
- PR / Communication Assistant
- Payroll Assistant
- Human Resources Assistant
- Internal Sales / Sales / After Sales Assistant
- Purchase Assistant
- Logistics Assistant

ALL-ROUND ASSISTANTS:

- Project Assistant
- Operations Assistant
- Administrative Assistant
 - Junior Assistant

More information?
Visit our website www.secretary-plus.be



Secretary Plus celebrates its 15 years of existence in 2008.



Management with feeling



Successful people have a high emotional quotient, so research would suggest. And companies too have a better chance of success when intelligence and emotions are in balance and when all employees work together in harmony. That's how it is at Secretary Plus. Our employees are happy to work for us and they project this to our candidates and customers. We received proof of this on 10 March 2008 when we were elected Best Employer of the Year. This title

is a wonderful tribute to the attention we give to our high-quality personnel policy and good work atmosphere.

Emotional intelligence is a self-perceived ability and motivation to identify, assess, and manage our own emotions and those of others.

Emotional skills or soft skills play a significant role at Secretary Plus. They streamline our rational decisions and result in solid teamwork, open communication, productive cooperation, and fascinating exchanges of experience. We stress the importance of these soft skills, such as discretion, reliability, and adaptability in the selection of our candidates as well. A Management Assistant's personality is after all the most crucial factor and a fundamental requisite to a well-functioning company. When we find that perfect match between candidate and customer, we reach our goal. But even afterwards we continue to strive for a thorough follow-up with the candidate using positive feedback, constructive evaluations, and a listening ear.

In short, emotional intelligence can bring social harmony to your organisation. Just remember that open communication, good cooperation, and a productive emotional spirit are of the utmost importance.



Christine Van den Eynde
General Manager

Contents

- 3 Editorial
- 4 Business know-how
How emotionally intelligent are you?
- 7 In the field
The work of the regional consultant
- 8 Working in
... a family-owned company
- 10 Travel
Fiesta! Discover Mexico
- 14 Education file
Schools seek solutions to fill shortages
- 16 Direct Team
Direct Team Meets A Real Need
- 18 Take a break
Skiing in the Vosges
- 20 Tips & Tricks
Working faster and more intelligently
- 21 Balance plus
Living and working in an energy efficient way
- 22 Job plus
Els Van Massenhove, Assistant to the Vice President at Vitalo Packaging
- 24 Secretary Plus matters
Bachelor Office Management of the year 2008 Award
New survey
New exhibition stand

Colophon

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How emotionally

A high IQ is no guarantee for success. Then what is? Your emotional intelligence quotient - also known as EQ. That is because people with a high EQ are less burdened by stress and have a higher quality of life. It is therefore worth raising your EQ. How? By strengthening your self-image and learning to control your emotions. In short, by working on yourself.



intelligent are you?



What is emotional intelligence? Psychologist Daniel Goleman describes it as the capacity to manage your own feelings and those of others well. His research suggests that successful people have a high EQ. They are open, happy, relaxed, and less prone to worry. They deal with their emotions intelligently, have a positive self-image and, as a result, perform better. As such, their emotional qualities are twice as important as pure intelligence and skills.

IQ versus EQ

Your IQ is relatively stable. It reaches its peak during your school years and remains more or less the same until the age of 60, after which it slowly starts to taper off. In contrast, emotional wisdom develops with age. You're not born with it; it's an acquired skill. Consequently your age influences your emotional intelligence. Older people usually recognise and deal with emotions better than young people. They find it easier to block out negative influences and control their emotions. This is good news because it means that it is possible to improve your EQ.

Affirm yourself

Self-confidence goes hand in hand with daring. It helps us realise that we're more than our actions and that we can make mistakes. Nothing ventured, nothing gained! Dare to open up and take risks. Only then will you be making real progress. Confidence isn't gained without efforts: you gradually build it up by bearing the following elements in mind:

- Live consciously - Look for the reasons behind your actions, goals, and values.
- Accept yourself - Your "I" is your best friend. Defend it through thick and thin.
- Take responsibility - Your life is in your own hands. As long as you refuse to take responsibility, nothing is going to change.
- Affirm yourself - You have the right to speak your mind and defend your beliefs.
- Set yourself a goal - Don't let the course of events or the lack thereof dictate your routine.
- Live according to your beliefs - A lack of integrity is detrimental to your self-esteem.

Control your emotions

Control doesn't mean that you have to deny your emotions. Rather, it means you have to learn to understand them. Sometimes it is better to show them than to suppress them. The following tips can help you control your emotions better:

- Listen to your emotions - To understand your feelings, you first have to feel and identify them.
- Show your emotions - If you don't, they will play tricks on you.
- Avoid negative emotions - These are often caused by stressful work situations. Address them with relaxation techniques.
- Release your emotions - Activities you enjoy are an ideal release for pent-up emotions.
- Use routines for support - Setting specific routines and repeating them regularly will give you a feeling of security.

How do I manage myself in 10 steps*?



PROFESSION :
**MANAGEMENT
ASSISTANT**

1. I put events into perspective.
2. I recognise and accept my emotions.
3. I express my emotions as much as possible.
4. I use relaxation techniques during stressful periods.
5. I concentrate on my breathing.
6. I am aware of increased muscle tension when I'm under stress.
7. I regularly relax my body.
8. I have enough hobbies as outlets.
9. I'm aware of the emotions of people around me.
10. I have routines that offer security and support.

*Taken from the book Profession: Management Assistant - you can read the full extract in chapter eight: Managing yourself at work.

In the field The work of the regional consultant

Is a colleague out sick or is someone on maternity leave? Then our regional consultant is at the ready to replace her. She doesn't have a fixed office, but works a few months here, a few there. That's how we guarantee the continuity of our work in our agencies.



Karin Van Leemput, regional consultant for Antwerpen-Mechelen-Geel-Turnhout

“I am the floating consultant”

“I am a consultant, but I don't have a fixed place of work. I work in various offices. My job responsibilities are extremely broad: I take care of everything from A to Z, from dealing with a vacancy to drafting the assistant's work contract. It begins with screening the CVs that come in and interviewing the candidates and ends with placing the assistants and doing the administrative paperwork. That's not an easy task because you need

to have a lot of psychological insight. You can test hard skills such as IT knowledge and languages with all sorts of tasks - that's fairly easy. But soft skills are just as important and recognising them requires experience. Luckily we have a good support structure. To start with, every consultant follows a thorough training with Secretary Plus during which we discuss and study the consultant's various responsibilities

and knowledge. There's also good cooperation with the other offices. We share experiences and tips during consultant meetings. Also, all our candidates' profiles are entered into a national database.”

“I try to find, either alone or with the help of my colleagues, the perfect match between the candidate and the company. Unfortunately, I can't always see the whole process through because I have to change offices regularly. The advantage of this, on the other hand, is that my professional environment is constantly changing: new colleagues, different work methods, etc. I love the variety. It requires flexibility and the ability to adapt, but I learn an unbelievable amount. That's the best thing about this position. Yet working at Secretary Plus offers a lot of other advantages too. It's a strong company - the number of offices continues to increase. That kind of job security is very important to me. There is a clear structure and a healthy, dynamic company culture. The atmosphere is particularly pleasant thanks to great colleagues and beautiful offices. And there are lots of young people working here, which makes it easy for me to feel comfortable in my social environment as well.”

Wanted: Secretary Plus Colleagues

Does Karin's story strike a chord with you? Is an internal role at Secretary Plus something that appeals to you? If so, email your CV to info@secretary-plus.be, with “Internal vacancy via Vision” in the subject line.

And check out www.secretary-plus.be. We regularly have great openings within our network.

Working in a ... family-owned company

“You work hard,

Family-owned companies do well in our economy. They create work opportunities – more so than other companies. Good news for Marijke Depoortere who, two years ago, applied through Secretary Plus for a job with Ranson, a family-owned company that imports, produces, and distributes bakery products. She began there as a temporary employee and became a permanent employee six months later.

Marijke Depoortere hesitates. Is boss Bruno's little daughter two or three? It doesn't matter: for the time being the succession in the family-owned company is secure. Bruno Ranson recently took over the reins from his father Philippe and is now in charge of the public limited company Ranson. “I consciously applied for a job in a family-owned company,” Marijke says. “For the warm, friendly atmosphere. A large company isn't my thing. I would feel like a number. Everything is much more personal here. Boss Bruno and his father Philippe sit opposite each other in a large office, together with the administrative staff. Bruno's sister, brother, and uncle also work in the company and the accountant is a Ranson as well. The atmosphere is very relaxed but we work very hard. The recognition is high and I find that important. There's also a lot of understanding for my personal situation: I'm divorced and the transition to a new life hasn't always been easy.”

Bruno Ranson
and Marijke
Depoortere

but the recognition is high!”

From baker's wife to management assistant

In her previous life, Marijke was self-employed and worked in her husband's bakery. She was there from early morning until late in the evening selling bread and cakes. Now she works in the export department of Ranson nv. Marijke: "I was already forty years old when I applied. Not exactly an advantage. Moreover my work experience as a baker's wife was not an asset and my education even less so. I applied nonetheless. Luckily, because now I have a fantastic job! At first, the software programmes weren't easy for me. So much has changed the last few years in the field of information technology. But I am persistent and very resourceful. You can always learn: that's my basic belief. I also get a lot of support from my colleagues. We all go to Spanish class together. It comes in handy when taking phone calls from Spanish suppliers and it strengthens our relations."

A fascinating and diverse job

Marijke works in the export department: "We buy fruit from overseas and transport it to other countries in trucks. A truckload of fruit can for example travel from Spain to Germany with a stop in Belgium on the way. There's an unbelievable amount of paperwork linked to the buying and selling of merchandise: drawing up purchase contracts for the suppliers, getting sales contracts signed, following up on orders, organising the transport, sending through license plates, writing invoices, sorting out complaints... It's a fascinating and very diverse job. Stressful? Yes sometimes, particularly when the fruit is ripe. That is always a busy period for our department. Everything happens at the same time. During periods such as these, it's really important to keep a cool head and to set priorities. Know what you need to do first, and then calmly get things done. You cannot let yourself be distracted by less important things."

Healthy company culture

Sometimes you hear mention of family-owned companies that have been torn apart by fundamental disagreements. This is certainly not the case at Ranson, which is proud of its healthy work atmosphere, free of tensions, even between family members. Marijke: "Discussions? Yes. Arguments? No. I get the impression that they more or less agree with each other. Bruno Ranson is already the third generation in the business. Many decisions are also made together – such as recruiting me. My first interview was with Bruno. A few days later I met with Philippe. It was one of the most tense weeks of my life because it passed by so slowly for me. I was absolutely sure that I wanted to work here. I finally got the good news at the end of the week: I could start in the export department. On my first day I got to know the family members and my colleagues. I immediately noticed the good atmosphere. The family is very proud of its healthy company culture. Many of my colleagues have been working here for ten to twenty years already. Some of them even more than thirty years. I can certainly understand that. I'd also like to keep working here until I retire!"

Ranson: a finger-licking good company!

Ranson nv distributes bakery products and makes marzipan, chocolate decorations, and baking mixes. Its clients are bakers, confectioners, chocolate processors, and ice-cream producers. With some two hundred workers, Ranson is a leading name on the Belgian market. Moreover, the company is active in more than thirty countries.

Keeping it in the family

In 1948 Lucien Ranson began selling margarine to bakers in the Kortrijk area. His five sons broadened the range with self-made products. West Flanders was soon too small and the company sought to expand nationally and internationally. In 2000 the third generation of the Ranson family entered the company. Bruno Ranson, "We have a long tradition as a family-owned company. In the beginning we just sold margarine, but now we offer a complete selection of bakery products. We import 10,000 products directly from more than thirty countries. Our warehouse has a surface area of 20,000 m² and we deliver our products to our clients with thirty-five trucks. These deliveries take place at three different temperatures so that everything arrives in perfect condition. We sell the most important basic products under our own exclusive "Atlas" brand: top quality at the lowest price. You will always get the most interesting price from us, not temporary price reductions or special promotions. That is our biggest asset."

You can find more information at www.ranson.be.

Discover Mexico

Fiesta!



Four different coastlines and a warm climate make Mexico the ideal destination for sea and beach lovers. But it is also worth venturing inland to discover the country's historical towns and glorious past. Add the friendly locals to the list and you begin to understand why Mexico is a one stop destination for an amazing vacation.





Mexico is extremely rich in culture and history. From the mainland to the coast you will find signs of civilizations from the distant past. You can admire the artwork of the Olmecs, Mayas, Toltecs, Aztecs, and Mixtecs in many places.

The Spanish colonialists also left their mark with baroque cathedrals and churches that are worth visiting. But Mexico is more than that, much more. How about untouched coves with stunning beaches, wild rivers, canyons, and a jungle that still holds most of its secrets? We chose to uncover the most beautiful tourist destinations just for you.

Guadalajara

The name Guadalajara means “valley of stones” or “river that runs among stones”. It has been said more than once that Guadalajara is Mexico’s most “Mexican” town. In any case it is a beautiful town with attractive squares and lovely colonial mansions. There’s a festival in October, full of music, dance performances and fireworks. Mexico through and through!

Seaside resorts

The coast of the Pacific Ocean is known as the “Mexican Riviera”. It gets its name from the beautiful, changing landscape and the many seaside resorts that vary in size, hustle and bustle, and atmosphere.

Puerto Vallarta

Puerto Vallarta was once a small fishing village, but since John Huston filmed Night of the Iguana here, the rustic village has turned into a modern seaside resort with luxury hotels, splendid beach houses, numerous restaurants, and bouncing discos.

Veracruz

Veracruz is the largest seaport in Mexico. There are few sights to see, as everything revolves around Mexican life itself. It has a welcoming and upbeat atmosphere, with music and a lot going on everywhere.

Oaxaca

Do you like authenticity and prefer to steer clear of the overly touristy spots? Then the coast of Oaxaca is a great recommendation. The capital of the same name is surrounded by an amazing valley. The western part of Oaxaca is wild and remote, and you will find many small Indian villages close to the main town.

Chiapas

Chiapas boasts mountains, waterfalls, rivers, lakes, canyons, and a tropical rainforest! Chiapas was cut off from the rest of the country for a long time, which enabled its inhabitants to keep many local traditions alive.

Yucatán

Yucatán means “I don’t understand you”. That is what the chief of the Mayas said when the Spanish conquistador Hernández de Córdoba asked him where he was. And that became the name of the peninsula when the Spaniards conquered it in 1519. You will find a different landscape here: flat, with few hills and cenotes (holy water pools), and populated by the friendly Mayas.

Cancún

Cancún is geared up for tourism, with hotels, excellent restaurants, nightclubs, and shopping centres. Many wealthy Mexicans have a second home in this seaside resort. The international destination of Cancún is the ideal vacation spot for all those who love luxury.





Mexico City



Caramba, what a city!

Mexico City is the world's biggest city after Tokyo. Twenty-five million people populate the city, and the number is still growing. Splendid buildings and museums alternate with less prosperous districts. The green parks are a haven of tranquility while the streets are packed with the hustle and bustle of city traffic. In short: Mexico City is a fascinating and multi-faceted city. You either love it or you flee to the peace of the country's inland.

Mexico City was founded by the Aztecs in 1325. According to legend, their god designated the place by having an eagle devour a snake on top of a cactus. The scene is depicted on the coat of arms of the Mexican flag. The cactus was on an island in Lake Texcoco, so that's where the Aztecs founded their capital city. The city quickly spread to other islands, creating a sort of Venice. Until 2000, Mexico City was also known as Ciudad de los Palacios (City of Palaces). In 2000, the mayor at the time changed the epithet to Ciudad de la Esperanza (City of Hope).

Sights to see

The Zócalo is the second biggest square in the world (The Red Square in Moscow is the largest). In Aztec times, the Zócalo was the holiest spot in the city, full of pyramids and temples such as Templo Mayor. Now the Mexican President has his offices there, inside the National Palace.

The Avenida de los Insurgentes cuts through the city on a north to south axis. It is the longest avenue in the world. It crosses the Paseo de la Reforma in the heart of the city. This is where the Torre Mayor is located, the highest building in Latin America. On the roundabouts of the Paseo are many monuments, including the Ángel de la Independencia, which serves as a mausoleum for independence fighters. The structure has been reinforced in order to keep it above ground. The city struggles with major earthquakes, in some places the ground sinks a quarter of a meter every year.

On the western end of the Paseo is Chapultepec, a large park on a hill. For as long as anyone can remember, this is where the capital's residents have come to relax. The Aztec em-

perors had their residence there and the Spanish kings had the Palace of Chapultepec built there. After Mexico declared its independence, the Palace housed military barracks and later on became the palace of Emperor Maximilian. Today it is a museum. The park also houses the National Anthropology museum and the presidential residence of Los Pinos.

Further north, in the old Aztec town of Tlatelolco, is the Square of the Three Cultures. The Basilica of Guadalupe located in the area attracts millions of pilgrims every year. The basilica was built after the apparition of Lady of Guadalupe in 1531.

The southern part of the city is home to the art districts of Coyoacán and San Ángel. Here you can admire the beautiful paintings of Diego Rivera and other muralists. In Coyoacán you'll find the main campus of the National Autonomous University of Mexico and the Aztec Stadium. Coyoacán was also the neighborhood where Leon Trotsky was murdered: his home is now a museum. The city centre of Mexico, together with Xochimilco, is on UNESCO's World Heritage list.

Hola Mexico!

- Mexico is sixty times bigger than Belgium with a population of more than one hundred million people.
- Mexico has 9,330 km of coastline. The country lies between two oceans: the Pacific Ocean on the west coast and the Atlantic Ocean on the east coast.
- Mexicans mainly speak Spanish, but they have only been doing so for the last five hundred years. In some places you can still hear the local Indian language.
- There are only two seasons: a dry season and a rainy one. From June to October it is warm and it rains a lot. The best time to visit Mexico is from October until May. It is relatively dry and pleasant during this period.
- You pay in pesos. New coins and banknotes have been in circulation since 1993, the new peso, but the old peso is still valid. It has three extra zeros, so a hundred thousand old pesos is the equivalent of a hundred new pesos.
- There's a wide range of hotels to choose from: from luxurious hotels, to converted haciendas, to simple lodgings. Always observe one rule: look at your room before you take it.
- Are you going to the restaurant? Then don't wear shorts. Most Mexicans also find topeless sunbathing offensive.
- Soccer is enormously popular among Mexicans. Their country organised the soccer world championships in 1970 and 1986. The Aztec Stadium in the capital city has a capacity of 100,000 supporters.
- Water sports can be enjoyed all year round: surfing, sailing, snorkelling, diving, and water-skiing. You can rent boats and snorkelling equipment in the larger ports and tourist centres. Mexico is also ideal for fishing while golf fans visit the lush golf courses of the luxury hotels.

Mexico, the land of fiesta

The Mexicans never pass up an opportunity to party. Every month has an official holiday and every village has its own music festival. What's more, there are plenty of patron saints, and each and every one is of course celebrated in style. Mexicans party with plenty of music, eating and drinking, fireworks and folk dances with many Spanish and American Indian influences. It is unthinkable in Mexico to have a party without a mariachi band: three to four musicians in tight black trousers with gold embroidery, short fitted jackets, sombreros, and high-heeled boots playing sentimental numbers. A typical Mexican party is a charreada: a rodeo for skilful cowboys on horseback. The riders are dressed in magnificent costumes and wear massive sombreros.

Keeping with tradition

Eating in Mexico

Mexico is a juicy cocktail of cultures. The more culture there is, the more Mexican it is. The food is a typical example of this diversity. The Aztec and Mayan culture is the birthplace of Mexican cuisine. They were masters in preparing tasty dishes using corn, tomatoes, beans, capsicum, and peppers (more than a hundred different types of pepper grow in Mexico). Corn was a holy plant for the Mayas and, along with beans, it is still the main ingredient of many dishes. The arrival of the conquistadores in the sixteenth century brought a Spanish influence to the Mexican eating culture. The world famous tortilla now holds an important place in Mexican cuisine. A tortilla filled with meat, fish or vegetables is a taco. A rolled tortilla is called a burrito, Mexican for "small donkey". You eat it without cutlery, simply using your fingers. Delicious!



Fire!

Mexico's most famous drink is tequila and drinking it is a ritual in itself. Put a pinch of salt on the back of your hand, lick it off, knock your drink back, and then suck on a piece of lime. A cool Corona served with nachos and guacamole will extinguish the fire in your mouth. Or what about an ice-cold Tequila Sunrise at one of the many bars on the beach? Meanwhile you can enjoy the local band playing under the night sky dressed in colourful ponchos and sombreros. Because once the sun has gone down things really start to liven up. Mexicans just love to party!



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Hasta la vista!

Do you want to discover Mexico, complete with sombreros, tortillas, and tequila? Then get in touch with Next Travel. This Brussels-based travel agency specialises in unique tours that show you the many sights and the special attraction of Mexico.

Flexible training

Schools seek solutions to fill

There's a shortage of management assistants. This means that there are too few applicants on the job market to fill all the open management support positions. Secretary Plus has been working for several years to give the profession a higher status and to encourage more people to join the field. But solutions are also being sought in schools, including for instance by offering flexible training sessions aimed at different target groups. We highlight two new initiatives: evening classes at the Katholieke Hogeschool Mechelen (KH Mechelen) for a bachelor's degree in Office Management and Business Management and the one-year Management and Communication degree at Cours Melius in Brussels.

KH Mechelen

Tailor-made evening courses for adults

In September 2008, KH Mechelen launched two brand new bachelor programmes in evening courses: Office Management and Business Management.

For those who do not immediately continue on with higher education after secondary school, studies are often combined later in life with a job and a family. Evening classes are therefore an obvious choice. "There's more and more demand for them," confirms Nadine Vanesch, head of education for Office Management at KH Mechelen. "This is why we have developed a degree specifically for this target group. It makes juggling a combination of work, family and education manageable. Moreover, if students successfully complete one of these bachelor programmes, job security is guaranteed."

Lifelong learning

Companies are also increasingly asking for employees who continue to learn throughout their career, even if they already have a degree. Nadine Vanesch: "You've never really completely finished your studies. That's why our offerings are also open to employees who aren't necessarily interested in a bachelor degree but want to learn more about one com-

petence or another. I'm thinking for example of a Management Assistant who wants to know more about Marketing & Sales Management in order to develop into a full-fledged Sales Assistant, or someone who simply wants to learn how to organise an event well. That's why signing up for just one course is also a possibility."

Positive learning environment

Every student receives an individual programme based on the knowledge and skills they have gained in previous training, work and other experience. Practical experience is at the heart of the teaching programme. KH Mechelen's motto reflects its educational approach: Theory alone is not enough! Nadine Vanesch: "There's a maximum of two evening classes a week. These are intensive and interactive training sessions. We also offer remote supervision - an electronic learning platform supports both teachers and students. This brings students, teachers and supervisors closer together. This way, we invest in a positive learning environment that is tailor-made for adults."

More information?

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www.khm.be/avondopleidingen

Cours Melius

Management Assistant degree in one academic year

Melius condenses the entire management assistant degree into one year. It is short but very practical and motivating.

Is it really possible to offer a one-year degree in Management and Communication? Thierry della Faille, director of the Melius school in Brussels, enthusiastically defends the programme: "Of course one academic year isn't long. But then again courses at Melius are extremely intensive, and that's an added bonus. Many students are attracted by the relatively short duration of the programme and its versatility. It enables them to quickly get started as management assistants. Others come to study with us to complement their first degree, for example to broaden their knowledge of languages and practical experience. They can then join the working world more easily. Our education is extremely multi-faceted. We offer thorough, practically oriented knowledge of all sorts of skills unique to business - combined with a good knowledge of languages. These are the most important assets to be successful in this job. This can also be seen from the number of job offers Cours Melius graduates receive: on average every student gets three to four offers!"

shortages

Headfirst into the corporate world

Studying is one thing but putting the acquired knowledge into practice is another. That is the purpose of the "Business Game". "This intensive period in our training is invaluable", Thierry della Faille continues. "Our students get the chance to immerse themselves one hundred percent into the corporate world. They form virtual groups of six companies, such as for example banks, real estate agents, or IT companies. For two weeks they simulate the day-to-day work of a company. They plunge into the world of finance, accounting, personnel policy, payroll processing, or commercial policy. With the ensuing stress, just like in the real world. They maintain business contacts and

work for hundreds of French, Dutch, and English "clients" who come in for actual visits. The game develops further over the course of the training. This way, every "company" is confronted with specific problems unique to its business. The sponsors are committed to the game and play along enthusiastically, which is convincing proof of their interest in our unique teaching approach."

Melius+, fast track for people 35 and up

The Melius Plus programme is aimed at people between 35 and 55 years of age. "In practice it's mostly women," says Thierry della Faille. "They want to boost their career as Management Assistants and invest in an intensive 13-week training programme. They

are given a chance to brush up on their skills and boost their confidence, something that is absolutely essential after a period of inactivity. Languages are not offered in this framework, but they have opportunities to take extra courses for that. Again the emphasis is on practical experience and working together as a team, with the writing of a business plan as practical exercise."

More information?

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1040 Brussels
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Fax: 0032 2 734 31 49
E-mail: info@melius.be
Internet: www.melius.be

Graduated

Interested in a degree in Office Management?

You have almost finished your secondary education. Within the next few months you will have to choose which direction to take for your higher education. This is not a decision to take on a whim because it will determine your future career. Which way do you want to go? Gain experience very quickly as would be the case with Cours Melius? Take evening courses in Mechelen? Or follow an Office Management course during the day?

Take the time to ask yourself a number of preliminary questions. What are your strong points? Which subjects interest you most? What exactly do you want to do after your studies? Do you want a varied role that combines precision with spontaneity? Do you like using software applications? Do you want to develop your language skills even further? Do you enjoy having a lot of social

contact? Do you excel in coordinating projects? Yes, yes, and yes again? Then an Office Management training course is definitely something for you. You can read everything about it in our "PlusNews Future Bachelor Office Management" folder, which is full of useful information and personal accounts from young people. Order it free of charge via info@secretary-plus.be or look at it online at www.secretary-plus.be. You will also find an overview of all Dutch and French-speaking colleges there (hogescholen and hautes ecoles, respectively) that offer a bachelor's degree in Office Management.

Would you like to help us out?

Do you know someone who's just made to be an assistant? A natural talent, cut out for an Office Management training programme? Support him or her by giving them our PlusNews Future Bachelor Office Management folder. Order as many copies as you need via info@secretary-plus.be.



Direct Team meets a real need



In almost five years' time, Secretary Plus has built up Direct Team: a pool of highly qualified assistants. The concept revolves around projects with external clients. And successfully so, because despite the acute shortage of management assistants on the job market Direct Team is still on the rise!

The Direct Team is a permanent core of Management Assistants. They are employed by Direct Team of Secretary Plus and work for our clients on a project basis. For the assistants, Direct Team offers variety and job security. For the companies, this concept implies flexibility and continuity.

Astounding success

Since its creation in 2004, the number of clients and Direct Team assistants has grown exponentially. We credit this success to our reputation as the specialist for Management Support staff and of course to the successful achievements of our DirectTeam assistants! They are our ambassadors and the business card of Direct Team.

Hard and soft skills

New applicants have to fulfil the strictest of criteria. We test their range of hard as well as soft skills extensively. They possess a high degree of adaptability and can integrate a company's structure quickly. Their stress-resistant nature, sense of initiative, self-reliance and discretion further sets them apart.

Ready for the future

The Direct Team concept is indispensable in today's job market. The concept meets a real need. Proof of this is the ever increasing demand for our highly qualified assistants. At the moment, more than one hundred assistants work for Direct Team. A group of qualified and motivated assistants, ready for the future!

Wanted: experienced assistants with spirit

Direct Team is the first choice for assistants who like variety, new experiences, and social contacts. As a Direct Team assistant, you can be sure of continuity in your role. You receive an attractive salary with extralegal benefits. Furthermore, a coach provides personal supervision, advice and evaluation and, thanks to the Open Academy Plus training, you are always up-to-date with the latest developments in your field.

Is this something for you?

Who can apply for a spot within Direct Team? Assistants with excellent linguistic (Dutch, French, English, German, etc.) and computer skills (MS Office). Reliability, the ability to cope with stress, outstanding organisational skills, and flexibility are also high on our list of demands.

Do you love new challenges and variety in your work? Then send your CV to direct.team@secretary-plus.be with "Direct Team application" in the subject line.

Dominique Feront



“I was looking for a job with lots of variety and I found it with Direct Team!”

“Why did I opt for this concept? I used to work as a management assistant in a consulting company, but after almost four years I wanted to do something different - something more varied and challenging. Secretary Plus Direct Team was the perfect solution! It’s fascinating to get to know different sectors, work environments, and people. Furthermore, you see your role as a Management Assistant differently each time and you get the chance to put yourself in someone else’s shoes for a few months.

In a previous Vision edition, a colleague asked herself: “Who is my boss?” You can also ask yourself who your colleagues are. Of course there’s the people you see every day during the project at the client’s offices. I am still in touch with some of them. In addition, I also regularly see my Direct Team colleagues during Open Academy Plus trainings or one of the many Secretary Plus events. It’s always nice to exchange experiences. I’m already on my sixth assignment currently, as a personal assistant for three lawyers. I deal with questions of copyrights, trademarks, etc. on a daily basis. A busy agenda, but as is always the case with Direct Team, it’s also a fascinating challenge! My most valuable experience? You’re never too old to learn, regardless of your age or your occupation. Are you open to meeting new people? Then a job with Direct Team is certainly something for you!”

Joo Haelen



“I’ve been working as a Direct Team assistant for four years and am still taken with the idea.”

“Direct Team provides me with a highly diverse job, which greatly stimulates my professional and personal development.

One of the many advantages is that you’re regularly working for a different company and therefore meet a lot of new people. I never lack enthusiasm. I love being in a new work environment and coming to grips with new job responsibilities.

I never thought that I would ever work in a law firm, but thanks to Direct Team I found myself in this sector. After two intensive projects, I now know the tricks of the trade!

Other projects immersed me in the realm of architecture, the fruit industry, and the paramedical world. Subsequently, I long worked for a company that offers cleaning and other maintenance services, and I just recently started as an HR assistant in a pharmaceutical company. In short, there is no lack of variety.

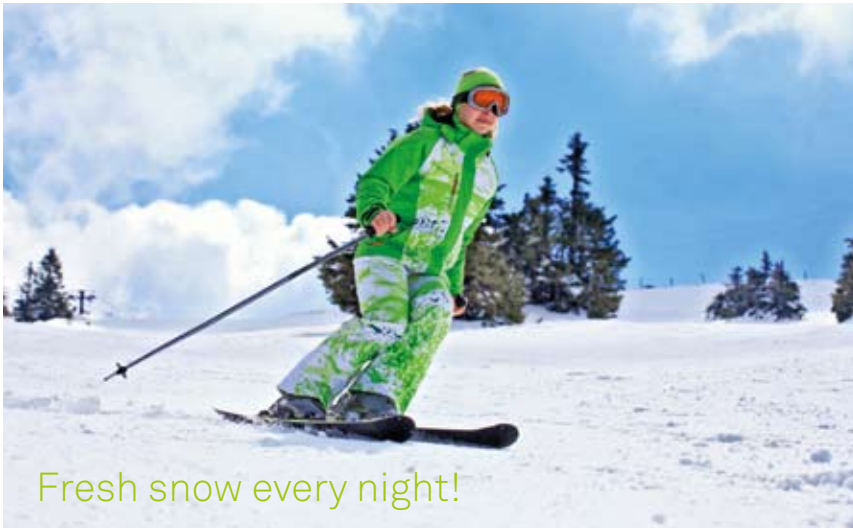
At the end of an assignment there’s always a new challenge waiting for me. Thanks to Secretary Plus Direct Team, the right person arrives in the right company at the right time. That’s what I call good work!”

Winter sports close to home

Skiing in the Vosges

Is there a ski region scarcely 450 km from Brussels, where there's always snow and where you can ski until 10 in the evening? Yes, the Vosges Massif. The secret behind this "eternal snow"? Snow cannons.

The Vosges Massif has six winter sports stations and mountain tops that reach an altitude of 1,400 m. The area has invested in hundreds of snow cannons over the last few years, so there is always snow provided of course the outdoor temperature is low enough.



Fresh snow every night!

Gérardmer is the most popular station, nestled next to a splendid lake. There are numerous hotels and restaurants in town and in the evening there is a great atmosphere for successful après-ski. The slopes are just outside of town, easily accessible with a free bus. In total, there are twenty ski lifts and miles and miles of cross-country trails. At night, snow cannons ensure that the most important slopes are covered in snow so that skiing can almost always take place.

In La Bresse you can let yourself go on 220 hectares of slopes, and as many snow cannons ensure a glistening layer of snow. Some slopes are lit up until 10 in the evening! A ski school, day-care facility, and numerous types of accommodations make La Bresse an outstanding winter sports station for a short break away.

The small village of Saint-Maurice-sur-Moselle has 1,800 inhabitants and lies at the foot of the famous "Ballon d'Alsace". This small ski station is located at an altitude of about 1,100 metres.

The source of the Moselle River is close to the little village of Bussang. Bussang has 2,000 inhabitants and the ski slopes stretch across an area that ranges from 600 to 1,200 metres.

Ventron is paradise for the family skier. The little village has almost 1,000 inhabitants and stretches across an area up to 1,200 metres. There are nine ski slopes, eight ski lifts, fifty snow cannons and three cross-country ski trails.

Girmont-Val d'Ajol has a maximum altitude of 760 metres, so activities are limited to cross-country skiing. There are six trails with a total length of forty kilometres.

Other winter activities

Apart from Alpine skiing you can also enjoy other winter activities in the Vosges, such as snow-shoe walks. Wearing racquet-like shoes you discover the snowy landscape with an experienced guide. The walks often end up at a so-called ferme-auberge where you can enjoy the local gastronomic specialties. Cross-country skiers are also spoiled in the Vosges with more than 300 kilometres of marked and compacted trails. They are ideally suited for outings with the whole family, as well as for the more experienced cross-country skiers and skaters. Adrenaline lovers can try their hand at parasailing, skiwinding or snowfun-boarding, snowmobiles or ice climbing. For the best walks, call on a qualified mountain guide who will take you on original excursions, both by day as by night.

Take a break ... in the Vosges

Looking for more tourist information? Go to the official website of the Vosges, www.toerisme-lorraine.eu, available in four languages, or get in touch with Next Travel. This Brussels-based travel agency specialises in organising incentives, seminars and conferences.

NEXT
travel

Contact

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Fax: 02 538 19 11
E-mail: contact@next-travel.com
Internet: www.next-travel.be



To develop
all your skills!

Open Academy Plus

One of the tasks Secretary Plus has taken upon itself is the support of assistants over the course of their career. We do this by offering training aimed at developing their skills and competencies even further.

Thanks to the Open Academy Plus trainings we are able to help them grow professionally and personally in functions that require outstanding professional competence, a perfect disposition, and a knowledge that evolves in conjunction with the organisation and the technological developments.

Discover our training programme on www.secretary-plus.be!



Secretary Plus received the Q*for-quality label. This recognition allows you to request subsidies from the Flemish government to cover the (partial) cost of registration and training. Discover the conditions and registration modalities on www.beaweb.be.

Working faster and more intelligently

Sometimes I have too much to do and too little time. And I get distracted by clients' telephone calls, colleagues popping by, urgent emails and ... my own thoughts. In moments such as these my head feels like it's about to explode. This is a familiar situation for many assistants, but a few tips will clear your head up once again.

A head full of pop-ups

You know the scene: you go into the kitchen to fetch the laundry - meanwhile you put the soup on the stove - wasn't there another one of your daughter's dirty t-shirts lying around upstairs? - While you are upstairs you quickly get the sheets off her bed - ah, what a mess in her room, you take the glasses straight downstairs with you - what were you doing again? - Right, the laundry. And the soup? It has boiled over in the meantime.

You do a thousand things at once - it's often said that women are good at that. And yet you still don't have enough hands. At work you also have constant pressure from phone calls, meetings, e-mails... It's sometimes difficult to keep your thoughts straight, particularly when there's a voice in your head that keeps reminding you of everything that still needs to be done.

You have your computer, pen and paper. But for an assistant, the most important professional touch is your head. But how do you keep a clear head? How do you ensure that everything runs smoothly? How do you get more pleasure and less stress from your work?

Try this

- Don't do everything at the same time: complete one thing, and only then get on with the next.
- Make sure you are well prepared: this is already half the work. Have an idea beforehand of what needs to be done in order to tick a job off the list.
- Focus on how you want to achieve something. Plans and intentions are too often geared towards what you want to achieve.
- Make realistic plans: allow for delays, and come up with solutions
- Do you know how to do something better? Then turn that into a concrete action that immediately delivers results.
- Reward yourself and your colleagues for your successes.
- Break up the routine and the everyday tasks. This will boost your energy!
- Limit your number of information channels. Otherwise you are going to be swamped.
- Do not immediately read every email that comes in. Switch off your computer's sound for incoming emails.
- Are you thinking of something that you still have to do? Make a note of it on a pad of paper or in Outlook and get it out of your head.

Basics for beginners

- Think positively: make a list of everything that you do well. Bet there are more good things than bad ones?
- Do not let ideas escape: keep a little notebook close to note down ideas.
- Believe in yourself: you are a lot stronger than you probably think.
- Believe in your colleagues: trust them.
- Live in the here and now, and enjoy it.
- Empty your head and relax. All your worries will disappear.
- Block out the pop-ups in your head and delete all negative thoughts.
- Value the services of others: that way you are guaranteed to be valued back.
- Give yourself a second chance: if it does not work straight away, then you can just try again?

Scotch® security tape



For your eyes only

How do you send a confidential letter? Using Scotch® security tape. This tape stops any attempt to open the letter and keeps all confidential information safely in the envelope. The handy dispenser avoids problems tearing off the tape. Scotch® security tape is indispensable in the office or at home, and not just for envelopes. Before you know it, you won't be able to do without!

Win one of 200 super rolls of tape

Win a free roll of Scotch® security tape with its dispenser. Send an email with your contact details to be.officepromo@mmm.com with "Secretary Plus competition" in the subject line. Are you among the fastest two hundred Management Assistants? If so, you'll soon find a roll of this super tape in your mailbox!

Living and working in an energy efficient way

In this new column, you will find out how to keep your energy levels topped up so as to achieve a positive work – life balance. We hand the floor over to assistants who tell us how they recharge their batteries and listen to tips from professionals. Personal coach Hannelore Dekeyser kicks us off.

Sustainable energy

“People have all sorts of tasks and responsibilities. If you want more energy, then you have to learn how to focus. The main requirement is not to be interrupted too often. So mute the sound on your inbox, set regular times to check your mail, and keep the temptation to chat in check. At the end of your day, identify tomorrow’s main objective. Set aside some time in the morning to work on this instead of immediately opening up your mailbox and, above all, don’t lose sight of your long-term goals.”

Happiness is more than just comfort

“Being happy at work is determined by a number of things. Obviously, there are a number of basic requirements, such as salary and other advantages, which make your life comfortable. But happiness is determined by more than comfort alone. What you don’t get from your work, is compensated for in your personal life. I advise you to do the opposite and consequently recommend that you put a bit more of yourself into your work. It is important that your work fits in with the values that you strive for as a person; that you feel at ease with it. In order to achieve that, you sometimes have to look beyond your own role in the company. For example, don’t question what the use of writing up a report on a meeting is. Rather, ask yourself: what is the

ultimate goal of this project? Don’t wonder: why do I get the annoying client? But rather: what does the client really have to say about our service?”

Be the Sunshine at home and at work

“Happy or angry? They’re worlds apart. Emotions have a huge influence on our energy levels and feelings of fear, uncertainty, irritation, or anger are real energy zappers. These are the moments when your body prepares itself for a fight or has

the desire to flee (fight or flight reaction). When this happens, go and eat something, get a coffee, go for a walk, etc... Negative feelings make it impossible to think logically and efficiently. Try to discover what is making you emotional, what is irritating you, making you sad, angry, or scared. Once you do this, you will be able to defend yourself better against such energy zappers and you will have better control over the possibly negative reactions they can generate. Finally, a simple tip: remember to breathe calmly! Your body recognises this as a sign of security and relaxation. You will immediately become more relaxed.”

Tell us your story

Having a good work-life balance helps you to be happy. Yet pressure and stress at work sometimes upset the natural order of things. Consequently, you have less energy and you feel it might be better to slow down a bit. In many cases, some simple tips suffice to restore the balance.

We would love to hear how you keep the balance in your life. Do you go fishing on the weekends, do you jog five kilometres every morning, or do you take yoga lessons? Let us know: e-mail your story to info@secretary-plus.be and share your experience with our readers.

Els Van Massenhove, Assistant to the Vice President

“Super busy,



at Vitalo Packaging:

but a lot of fun!”

A degree in Office Management is extremely multi-faceted, that much is clear when you read Els Van Massenhove's story. After graduating she started working as a Management Assistant, something she is very happy about: "This job was made for me!"

About her job

"Vitalo is a multinational company. That appealed to me. I enjoy using my language skills: English, French, Spanish, and German. My job description speaks to the imagination: booking travel arrangements and managing the Vice President's agenda. At the moment I'm completely caught up in the preparations for the global sales meeting and the global HR meeting of the company. It's a very busy job, but it's a lot of fun.

It's not easy to get everything done in time. Managers have to leave for an emergency meeting? Then there's a lot to sort out. Luckily we work with a good travel agency and I'm well-organised. It's important to set priorities. That's why I make sure that I always have a list of what needs to be done and when.

With nine offices located in Thailand, Slovakia, China, the Philippines, Mexico, Japan, and the United States there are overseas meetings every day. Conference calling is useful but isn't always efficient enough. Face-to-face meetings always seem to be more effective. Consequently, I book flights and negotiate with hotel chains. I do not let myself get put off on the phone. I can stand my ground!

I find the Vice President's constructive feedback very important. It's essential to evolve in your role. I see feedback as a chance to learn and start anew every day."

About her training

"I consciously chose to become a management assistant. A big advantage is the job security: there is always a shortage of assistants. During my training I deliberately chose the Spanish option because I wanted a job in a multinational company or in the tourism sector. Vitalo was therefore the perfect match for me."

My training was good preparation. During my internship as a Management Assistant in the Lille region, I learned the practical side of things. I carried out a number of classic tasks: agenda management, writing up reports, taking minutes, filtering phone calls for the director, correspondence, etc. The internship was a very enriching experience that totally immersed me in the French idea of *savoir vivre*. I have fond memories of that time."

Whether she ever travels along with the Vice President? Els laughs. "I would love to check out the hotels personally because I like to travel, but that isn't part of my job description. Not yet..."

Vitalo Packaging is part of the Vitalo group. This multinational has more than a thousand employees across three continents. Its business? The production of plastic parts and systems for industry.

www.vitalo.net

Els Van Massenhove is only 24, but she has already achieved quite a lot. She completed her studies at the Katholieke Hogeschool Brugge Oostende two years ago. After completing her degree in Office Management training she spent another year studying Multilingual Company Communication at VLEKHO. She worked for a tour operator, switched over to a European Committee, and finally chose Vitalo Packaging. Her job title? Assistant to the Vice President.

Bachelor Office Management of the year 2008 Award

Honourable nominations for the

26 June 2008. The final of the Bachelor Office Management of the year 2008 Award takes place in the exclusive setting of Hof Ter Musschen in Brussels. Katrien Van Mulders, Tine Ooms, and Melissa Delft are the winners of the Secretary Plus Management Support's prestigious competition.



(from left to right) Melissa Delft, Tine Ooms en Katrien Van Mulders

From your reporter in the field

The weather is glorious, the location splendid. Secretary Plus knows how to plan successful events. I enjoy a glass of sparkling wine and meanwhile admire the old farmhouse and the solid stones of the inner courtyard. There are about one hundred men and women here, all dressed up for the closing event. Finalists, parents, friends, heads of school, teaching staff, internship supervisors, employees of Secretary Plus ... The evening is the ideal time to meet old acquaintances, new colleagues and business contacts. The atmosphere is relaxed, except for the finalists. They are nervously running around, smiling a little too tensely at the photographer's camera. Next to me one candidate quickly calls a friend: "We're almost there. We're having one more drink, and then it starts!"

No competition without candidates

Everyone takes their places in the hall. The tension rises. Anne De Baetzelier opens the evening and gives the floor to General Manager Christine Van den Eynde: "All the finalists will go home with good prizes, but the three winners will get something extra. They will be given a permanent job with our Direct Team." One by one the candidates climb up the steps onto the stage. Anne has a few questions in store for each of them. Some answers are more original than others. I remember that Bruges gets many Spanish tourists, that a good assistant anticipates all her manager's problems, and that the people you work with are the most important of all. And then it is time for the moment of truth: the jury announces the names of the three

winners. Katrien Van Mulders, Tine Ooms, and Melissa Delft stand there with the impressive awards in their hands looking a little bewildered. "This trophy symbolizes the equilibrium that you need as an assistant": wise words at the start of a promising career.

The future begins now

Later in the evening I get the chance to speak to the three lucky winners. I ask them how they stood out from the other finalists and what the future holds for them. Katrien Van Mulders: "I am very positive, I laugh a lot, am always in a good mood. I felt good about myself in this competition and I conveyed that feeling to the jury. Successfully it seems, and I'm very happy about that. Now the future holds all sorts of possibilities." "Anyone could have won," Melissa Delft adds. "All the candidates were strong. I'm immensely happy with the offer to work for Direct Team. This is an unbelievable chance to get to know various sectors and companies. I want to gain as much experience as possible, become involved in different things, and prove that I'm really worthy of being a management assistant. Doing things in practice is the best way to learn, and that begins now!" Tine Ooms found it an amazing experience: "The prizes are of course lovely but the most important part for me was the experience. It was an ideal exercise to learn how to deal with the stress of an application procedure. The tests, interviews, presentations... you don't learn that at school. Now I'm totally

best three assistants-to-be

ready for the future. I can't wait any longer and want to start NOW!"

Three winners selected from four rounds

The Bachelor Office Management of the year Award 2008 is already in its third year. The competition is open to all students in their final year of Office Management studies in Belgium. Four rounds test their motivation, skills, and abilities. The award finally goes to the three who will make the best management assistants, in recognition of their efforts.

In the first round we choose thirty candidates based on their CVs and cover letters. In the second round, their knowledge of languages (Dutch, French and English) and computer software (Word, Excel and Power-Point) is tested. The results determine which fifteen candidates go through to the next round. In the third round, we choose eleven finalists based on a simulation or in-basket exercise. This is an opportunity to apply skills such as time manage-

ment, organisational, and communication skills, analytical insight, autonomy, discretion, the ability to take initiative, and responsibility.

The jury then selects the three winners after an interview in three languages.

Professional jury

- Marianne Wagner, Relationship Manager Benelux Crédit Agricole - Asset Management, Management Assistant of the year 2004
- Jackie Merckx, HR Consultant
- Annelies Vanden Broecke, HR Manager at Secretary Plus Management Support
- Ghi Morcom, Recruitment and HR Officer at Secretary Plus Management Support



Finalists in the last round

(from left to right) Tinne Ooms (Provinciale Hogeschool Limburg), Melissa Delft (Katho Kortrijk), Katrien Van Mulders (Katholieke Hogeschool Leuven), Annelies Droogmans (Provinciale Hogeschool Limburg), Lesley Spans (Katholieke Hogeschool Leuven), Evelien Roels (Hogeschool West-Vlaanderen – Simon Stevin Brugge), Naima Delaere (Hogeschool Gent), Lindsay Van Bussel (ISELL Saint-Martin), Jonathan Logghe (Hogeschool West-Vlaanderen – Simon Stevin Brugge), Elise Gadenne (Katho Kortrijk), Kimberley De Graef (Hogeschool Gent)

What is there to be won?

- a permanent employment contract with Secretary Plus Direct Team;
- a city trip for two to Lisbon, provided by Next Travel;
- Booster Gold case worth EUR 84, provided by Wellness Paladins;
- Open Academy Plus training;
- a great Award; and last but not least...
- the honour of being nominated.



New survey

Research on the profession of management assistant

In 2003, Secretary Plus carried out its first in-depth study of managers and assistants. The 2008/09 survey is now in its third edition. This time, we are sounding out both managers and assistants on the real vs. the expected skills of a Management Assistant and are looking into new topics as well.



2003 - Knowledge in numbers

The results of our first survey are absolutely astounding. First and foremost, the survey shows that the Management Assistant needs to have a well-developed and balanced personality. Core skills alone (linguistic and computer knowledge) are not enough. Moreover, core values such as trustworthiness, discretion, and a sense of responsibility and independence are just as important.

the necessary expertise, with languages and computer skills ranking highest on the list of requirements. It is therefore logical that, in addition to graduates in Office Management, many qualified Translators/Interpreters opt for a career as a Management Assistant.

client or as a candidate, even better. At the same time we are strengthening the image of the Management Assistant profession.

So please, take a few minutes to fill in our survey! You can find it online at www.secretary-plus.be until 15 January 2009. There are two versions: one for assistants and one for managers.

Do you prefer to work on paper? Then go to your nearest Secretary Plus office before 15 January 2009 where you will find a hard copy waiting for you.

2006 - Personality is an essential criterion

The next survey dates back to 2006 and corroborates the 2003 results. The personality trend has in fact become even stronger: the personality of the Management Assistant is now of the utmost importance. It is an essential criterion that outweighs knowledge. According to our survey, managers and Management Assistants believe the ideal Management Assistant to be trustworthy, discrete and efficient. Of course, core skills and know-how remain important and Management Assistants must have

2008/09 - A new image for the Management Assistant?

The 2008/09 survey is the third of its kind. We are once again sounding out both managers and assistants on the real vs. the expected skills of a Management Assistant. Using our previous results we are breaking down the subjects even further and are also looking into new themes.

Everyone benefits!

The results of our survey are important for everyone. Thanks to your answers we are improving our company even further and will therefore be able to serve your needs, be it as a

Win a free dinner at Comme chez Soi

Participate and win a 250 euros voucher for the famous Comme chez Soi restaurant in Brussels. One voucher will be handed over to a manager, another to an assistant. All you need to do is give a correct answer to the related question.

New exhibition stand

Even more appeal

Management Assistants, Legal Assistants, native speakers, Personal Assistants, Office Managers... In order to be even more successful in attracting new candidates, we are taking our new stand to all the major fairs.

“Secretary Plus is constantly seeking greater name recognition, both among companies as well as candidates,” explains Marketing Manager Joëlle Tay. “We use recruitment evenings, advertisements, young potential activities, and trade fairs to inform potential candidates of the opportunities available to them and to promote the Management Assistant profession.”

Seeking candidates

“A lot of our time is spent recruiting and selecting new candidates,” continues Joëlle Tay. “One part of that strategy is our presence at numerous fairs: Career Launch, Easy Fair, Talentum, Welcome Fair, regional job fairs and school fairs. For many people, our stand is their first encounter with Secretary Plus, and of course we like to make a good first impression. That is why we have invested in a brand new, attractive stand that reflects the image of our company.”

Secretary Plus is a dynamic trendsetter

The new stand fits in perfectly with our house style. It has a balanced colour scheme and graphic structure, modern pictures and photographs, as well as attractive furnishings. Joëlle Tay: “The look strengthens our image as a dynamic trendsetter. Our logo is clearly visible and the plus sign makes one of our core ideas visible: the creation of added value.”



The new exhibition stand can be adjusted to fit the available space.



HILTON BRUSSELS, THE PERFECT LOCATION FOR YOUR STAY !

Located in one of the highest buildings of the city, the 5-star hotel Hilton Brussels offers breathtaking views and luxurious accommodation.

From its privileged location in the exclusive neighbourhood of "Louise", just a few steps from the Royal Palace and the Egmont Palace, Hilton Brussels looks out over the magnificent historical city centre.

433 luxurious and stylish guest rooms with breathtaking views over Brussels and Wi-Fi internet access create the perfect atmosphere for your business or leisure trip. Decorated in cool, soothing colours and with large opening windows, you can relax watching the wide-screen TV in the seating area with sofa or pamper yourself in the marble bathroom.

Food is our passion. At the gourmet restaurant 'Maison du Boeuf', guests can sample the best Belgian and French cuisine. The 24-hour Art Nouveau brasserie style 'Café d'Egmont' is convenient for a quick breakfast, a relaxed lunch or an impromptu business meeting. After work, 'Le Bar' is the place to unwind.

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